

**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Short & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

**Contract # 335889**

**Schedule Dates:** 10/16/12-10/20/12  
**Advertiser:** Pol/Iss/NC Citizens 4 Progress (16868)  
**Agency:** Short & Associates (2909)  
**Product:** Political - Issue (1068)  
**Brand:** NC CITIZENS PROGRESS (136194)  
**Salesperson:** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office:** Telerep/Philadelphia  
**Buyer Name:** DETTORRE, MICHAEL  
**Phone/Fax:** /  
**CPE:** N/A  
**Account Types:** National/Political  
**Billing Type:** Standard  
**Comments:** NC CITIZENS PROGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* NC CITIZENS FOR PROGRESS

**Date Entered:** 10/05/12  
**Last Modified:** 10/05/12  
**Entered By:** Jill Hipskind  
**CO-OP:** No  
**Headline #:** 06364449  
**Demo:**  
**Order Type:** Normal  
**Package Deal:**  
**Commission %:** 15.00  
**Commission:** \$9,225.00  
**Net Total:** \$52,275.00  
**Sales Tax:**

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 34        | \$61,500.00        |
| <b>Grand Total:</b> | <b>34</b> | <b>\$61,500.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total       | Station          | Comments   | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|------------------|------------|---------|
| 1.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 7A- 8A (EST)         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$2,000.00 | \$8,000.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 2.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 6:30A- 7A (EST)      |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$2,000.00 | \$8,000.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 3.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 8A- 9A (EST)         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$2,000.00 | \$8,000.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 4.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 12P- 1P (EST)        |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$800.00   | \$3,200.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 5.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 4   | :30    | 4P- 5P (EST)         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$450.00   | \$1,800.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 6.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 6A- 6:30P (EST)      |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$3,000.00 | \$12,000.00 | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 7.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 7P- 7:30P (EST)      |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$3,000.00 | \$12,000.00 | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 8.0  | Normal Line / Spot             | 10/16/12-10/19/12 | 2   | :30    | 11:35P- 12:05A (EST) |     |    | 1  | 1  | 1  | 1  |    |    | 3     | \$1,200.00 | \$3,600.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 9.0  | Normal Line / Spot             | 10/20/12-10/20/12 | 2   | :30    | 7A- 8A (EST)         |     |    |    |    |    |    | 1  |    | 1     | \$900.00   | \$900.00    | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 10.0 | Normal Line / Spot             | 10/20/12-10/20/12 | 2   | :30    | 8A- 9A (EST)         |     |    |    |    |    |    | 1  |    | 1     | \$1,200.00 | \$1,200.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |
| 11.0 | Normal Line / Spot             | 10/19/12-10/19/12 | 2   | :30    | 12:05A- 12:35A (EST) |     |    |    |    |    |    | 1  |    | 1     | \$1,200.00 | \$1,200.00  | Charlotte (WSOC) | 1X MAY/DAY | 10/5/12 |

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

OCT4/12 18.21

PROGRAM : NEWS  
CON COM1 : 1X MAX/DAY

REP HEADLINE# 6364449  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 18.21  
 \*\*\* WSOC-TV \*\*\*

| LINE#          | REP | CD | TIME PERIOD   | LGTH | SEC | RATE       | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------|-----|----|---|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 5              |     |    | 400P-500P<br>PROGRAM : DR OZ<br>CON COM1: 1X MAX/DAY          | 30   |     | \$850.00   | 10/16      | 10/19    | 4       |           | TU-F | 4         |
| 6              |     |    | 600P-630P<br>PROGRAM : NEWS<br>CON COM1: 1X MAX/DAY           | 30   |     | \$3,000.00 | 10/16      | 10/19    | 4       |           | TU-F | 4         |
| 7              |     |    | 700P-730P<br>PROGRAM : INSIDE EDITION<br>CON COM1: 1X MAX/DAY | 30   |     | \$3,000.00 | 10/16      | 10/19    | 4       |           | TU-F | 4         |
| 8              |     |    | 1135P-1205A<br>PROGRAM : NIGHTLINE<br>CON COM1: 1X MAX/DAY    | 30   |     | \$1,200.00 | 10/16      | 10/19    | 4       |           | TU-F | 4         |
| 9              |     |    | 700A-800A<br>PROGRAM : NEWS                                   | 30   |     | \$900.00   | 10/20      | 10/20    | 1       |           | SAT  | 1         |
| 10             |     |    | 800A-900A<br>PROGRAM : GMA SAT                                | 30   |     | \$1,200.00 | 10/20      | 10/20    | 1       |           | SAT  | 1         |
| OCT/12         |     |    | 61500.00  |      |     |            |            |          |         |           |      |           |
| CONTRACT TOTAL |     |    |   |      |     |            |            |          |         |           |      | 61500.00  |
| TOTAL SPOTS    |     |    |   |      |     |            |            |          |         |           |      | 34        |

MARKET TOTALS \$153,750 WSOC 40% WBTV 30% WCNC 24% WCCB 3% WJZY 1% WMYT 0% WAXN 2%  
 CABL 0%

SVC- NSI  
 DEMOS- RA35+\*